



SAFEnet

April 2010

STUDENT'S KEEPING IT SAFE

Montgomery County's Department of Liquor Control (DLC), *Student's Keeping it Safe*, highlights a student or group who is making a positive impact on the community. The Keeping it Safe team will recognize each month an individual or group, between the grade levels of 6th and 12th.



April's *Student's Keeping it Safe* is **Rockville High School S.A.D.D.** group. Rockville S.A.D.D. stays very active with educating its peers on under-21 alcohol use. Some of their recent activities include: coordinated "Girl Talk" seminar with State Senator Jennie Forehand, helped promote NIDA Drug Chat through posters and video announcements, created public service announcements (PSA's) for their high school, fundraised for breast cancer awareness on Denim Day, and works the prom promise booth during prom ticket sales. The next big project for the Rockville S.A.D.D. group is they are planning to canvas Rockville High School's hallways with visual reminders to "stay safe" during prom week.

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Questions?

Montgomery County community members can email related questions and receive updated prevention information. Please email: safenet@montgomerycountymd.gov

Tell a friend about SAFEnet and have them send an email to safenet@montgomerycountymd.gov with the subject line "SIGN ME UP"

To unsubscribe, please send email to SAFEnet@montgomerycountymd.gov with the subject line "UNSUBSCRIBE ME"

Newsletter Highlights



Get Local!
What's Happening in Montgomery County and Maryland



Tips, Stats, and Signs of Under-21 Alcohol Use



In the News

Keeping it Safe "team" members: Montgomery County Department of Liquor Control, Montgomery County Police, Keeping it Safe Coalition, Drawing the Line on Substance Abuse Coalition, Montgomery County Safe and Drug Free Schools, Montgomery County State's Attorney's Office, Montgomery County Recreation Department, and the Montgomery County Highway Safety Office
To become a team member, email or call Meg Baker. 240-777-6652, meg.baker@montgomerycountymd.gov

KEEPING IT SAFE

SAFEline- Call 301-670-SAFE to request information on hosting under 21 alcohol free events or to report an upcoming under 21 alcohol party, event, or provider.

To report a party in progress, call the non-emergency police line at 301-289-8000.

For more information on state laws, consequences, or to order materials on Keeping it Safe, please contact the Department of Liquor Control Outreach Office, 240-777-1989, or e-mail dlc@montgomerycountymd.gov.

MCPS Safe and Drug Free Schools Symposium- Marijuana and Other Drug Use Prevention- April 30, 2010

Open to MCPS employees and community members, Safe and Drug Free Schools is hosting a symposium on Marijuana and Other Drug Use Prevention on April 30, 2010 at the Universities at Shady Grove, Building 3. MCPS employees register on PDO Course # 52698. Community members register by calling 301-279-3041. Seating Limited.

Keeping it Safe Visits St. Mary's School

The Keeping it Safe team recently gave a presentation to 5th, 6th, 7th, and 8th graders at St. Mary's School on under-21 alcohol use. Speakers including Montgomery County Police, Montgomery County Department of Liquor Control, and the Keeping it Safe Coalition.



Keeping it Safe Community Forum April 28, 2010

You're invited to the Keeping it Safe Community Forum on Wednesday, April 28th from 7:00 p.m. to 9:00 p.m. at the Montgomery County Board of Education, Auditorium, 850 Hungerford Drive in Rockville, MD 20850.

The mission is to increase understanding and awareness of underage drinking and its consequences, and will encourage individuals, families, and communities to address the problem.

Research shows that parents of teens generally underestimate the extent of alcohol used by youth and its negative consequences, with the vast majority viewing underage drinking as inevitable. Many parents also find it difficult to know how or when to start a conversation with their children about underage drinking.

This parent focused event will consist of a resource panel to include police, substance abuse prevention specialists and local teens. Panelists will talk briefly about county programs and trends and will follow with a question answer session. Resource tables will be provided with program overviews and print materials. It is our objective to urge parents to speak with their children about the dangers of alcohol in order to delay the onset of and ultimately reduce underage drinking.

This Community Forum is jointly supported by the Montgomery County Department of Liquor Control, Montgomery County Board of Licensed Commissioners, Montgomery County Department of Police, Keeping it Safe (KIS) Coalition on Under 21 Alcohol Use Prevention, Montgomery County Public Schools Safe and Drug Free Schools.

Call the Department of Liquor Control Outreach Office for more information at 240-777-1904 or 240-777-1989 or email dlc@montgomerycountymd.gov.

Prom Season is Here! Getting the Right Ride for Prom.

Below is a list of limousine companies that have recently successfully completed limo training on alcohol and drug laws and consequences, alcohol and drug use indicators, and helpful company policies and procedures regarding the transportation of clients under the age of 21.

- Abonmarch Limousine and Avion Chauffeured Sedan- 301-253-0652
- B&R Limousine- 301-579-9016
- Capitol City Limousine- 301-982-6100
- Celebrity Limousine & Chauffeur Company- 301-984-2909
- Destinations Limousine Service, LLC- 301-384-5466
- E&G Limousines Inc- 301-803-9334
- Flynn Limo- 301-627-8046
- Gentle Touch Limo- 410-437-1444
- Hire Quality Limousine- 410-803-0451
- Landcruzer LTD- 301-776-9412
- Lifetime Events Limousines- 301-694-8283
- Lifetime Limousines- 410-798-8881
- Martin's Sedan Limousine Service- 301-260-9393
- Ogilvie Transportation Services- 301-598-0591
- Reliable Limousine- 301-622-5800
- Spring Ridge Limousines- 301-831-5466
- Touch of Class Limousines- 301-698-2650
- Z-Best Limousine- 410-768-1148

Did you know?

79% of Americans reject the push to lower the drinking age.

Harm Associated with Underage Drinking in Maryland

Underage drinking in Maryland leads to substantial harm due to traffic crashes, violent crime, property crime, unintentional injury, and risky sex.

- During 2007, an estimated 20 traffic fatalities and 1,000 non fatal traffic injuries involved an underage drinking driver.
- In 2006, an estimated 60 homicides; 22,200 nonfatal violent crimes such as rape, robbery and assault; and 37,200 property crimes including burglary, larceny and car theft involved an underage drinking perpetrator.
- In 2006, an estimated 7 alcohol involved fatal burns, drownings and suicides involved underage drinking.
- In 2006, an estimated 2,100 teen pregnancies and 9,500 risky sexual acts by teens involved alcohol.

Stopping Teens' Easy Access To Alcohol is Not Inevitable.

More than 56 percent of high school seniors don't drink alcohol, reducing their current risk of injury. All adults can play a role in reducing teen access to alcohol and related harm. Teens report that alcohol is easy to get. Social sources, like family and friends, are the primary sources of alcohol for kids who drink.

In a 2008 government survey of underage drinkers 12 to 20, 69 percent of those who do drink said they got alcohol without having to pay for it. Some were given alcohol by parents, other family, or friends; others took alcohol without permission.

Parents strongly support 21 as the legal drinking age.

In one recent national survey, 79 percent of parents said the drinking age should stay the same or be raised. In another recent national survey, 84 percent gave this answer.

Take steps at home.

- Keep track of the alcohol in your home. Make sure teens can't access it without your knowledge.
- Let your teen know that the minimum legal drinking age is 21, and that drinking can cause serious health and safety consequences to teens and legal consequences for a person who provides the alcohol.
- Talk to your kids about how to say no to a drink. The National Institute on Alcohol Abuse and Alcoholism suggests these responses:
 - No thanks.
 - I don't feel like it. Do you have any soda?
 - Alcohol's not my thing.
 - Are you talking to me? Forget it.
 - You're pressuring me. I said no.
 - Back off.

Student's Keeping It Safe Rockville High School S.A.D.D.

1. Why do you think your group is a positive impact on today's youth?

I feel like SADD creates a positive impact on today's youth because it serves as a reminder that every decision is important and must be well thought-out. Also, I feel like it particularly makes an impact because it's coming from fellow peers and students, not just from adults.

2. What has been your favorite activity or event that your group has coordinated?

I've enjoyed helping create a video for a contest. The video focused on what should be done when an individual notices his or her friend becoming addicted to drugs.

3. What do you believe will make a difference in underage drinking (parents, teachers, educating, programs)?

I believe constant reminders of the long-term and short-term effects of alcohol would make a difference. In addition, specific examples of how drinking has changed an individual's life in a negative way.



Study: Camel Ads Affect Teen Girl's Cigarette Preferences

A new study finds that a marketing campaign for Camel No. 9 cigarettes has a major impact on the brand preference expressed by girls ages 12-16, USA Today reported March 15.

Researchers found that twice as many girls (22 percent) cited the Camel ads as their favorite after the female-focused ads ran in publications like Vogue, Cosmopolitan and Glamour as had done so in surveys conducted before the ads ran. Experts said that brand awareness can lead to smoking in teens.

Brand preferences among boys were unchanged during the same time period.

R.J. Reynolds, which makes Camel No. 9, said the ads are published in magazines where 85 percent of readers are adults, and that the marketing campaign was aimed at adults.

The study was published in the journal Pediatrics.

Source: www.jointogether.org



Study: Teen Pot, Alcohol Use Rising

Alcohol and marijuana use among teens is on the rise, ending a decade-long decline, a study being released Tuesday found. "I'm a little worried that we may be seeing the leading edge of a trend here," said Sean Clarkin, director of strategy at The Partnership for a Drug-Free America, which was releasing the study. "Historically, you do see the increase in recreational drugs before you see increases in some of the harder drugs."

The annual survey found the number of teens in grades 9 through 12 who reported drinking alcohol in the last month rose 11 percent last year, with 39 percent - about 6.5 million teens - reporting alcohol use. That's up from 35 percent, or about 5.8 million teens, in 2008. For pot, 25 percent of teens reported smoking marijuana in the last month, up from 19 percent.

Until last year, those measures for pot and alcohol use had been on a steady decline since 1998, when use hovered around 50 percent of teens for alcohol and 27 percent for pot. The study also found use of the party drug Ecstasy on the rise. Six percent of teens surveyed said they used Ecstasy in the past month, compared with 4 percent in 2008.

If parents suspect their teen is using, they need to act quickly, Clarkin said. Monitor them more closely, talk with them about drugs, set rules and consult outside help, like a counselor, doctor, clergy or other resource, he said. The researchers asked teens how they felt about doing drugs or friends who did them. The study found a higher percentage of teens than in the previous year agreed that being high feels good; more teens reported having friends who usually get high at parties; and fewer teens said they wouldn't want to hang around kids who smoked pot.

Other findings: Teen abuse of prescription drugs and over-the-counter cough medicine remained stable from 2008 to 2009. About 1 in 7 teens reported abusing a prescription pain reliever in the past year; and about 8 percent of the teens questioned reported over-the-counter cough medicine abuse in the past year. Teen steroid and heroin use remained low at 5 percent for lifetime use.

Source: National Alcohol Beverage Control Association

